



**MEDIA RELEASE**  
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CONTACT:  
Katie Reinisch, 303-653-1009, [katie@progressive-promotions.com](mailto:katie@progressive-promotions.com)  
Janine Vanderburg, 720-295-7443, [janine@encoreroadmap.com](mailto:janine@encoreroadmap.com)

## **“Changing The Narrative” Leads Six PBS Intergenerational Discussions on Ending Ageism in the Age of COVID-19**

(DENVER, CO) [Changing the Narrative](#), a Colorado-based campaign to increase understanding of ageism and to shift how Coloradans think about aging, and [PBS12](#) have teamed up to present an online series of six intergenerational conversations. Each panel will bring together leaders from across generations to discuss the current and future landscape on a wide range of issues including social connection and the future of work and ageism, against the backdrop of the COVID-19 pandemic.

Janine Vanderburg, initiative director for Changing the Narrative, organized the series based on a successful campaign last fall that resulted in over 60 intergenerational conversations about ageism that took place across Colorado and beyond.

“Intergenerational connection and education are powerful ways to end ageism,” Vanderburg said. “We had planned another series of in-person conversations and then the pandemic arose, so we had to think differently about how these might take place. With the pandemic exposing ageism, these conversations with leaders of all ages will show that we all have more in common than we have differences on a range of issues.”

“PBS12 is excited to be able to offer this program to our viewers,” PBS12 President and General Manager Kim Johnson said. “In this era of uncertainty and social disconnect, one of the most valuable opportunities that we can provide to our community is an open space for respectful dialog that builds toward greater connection among all of us.”

The public is encouraged to watch this thought-provoking series which will be broadcast on PBS12 beginning this Friday, June 5 at 7:00 p.m. Mountain Time, and for the following five weeks, all on Fridays at 7:00 p.m. Mountain Time. Following the broadcasts, the episodes will be available on both the [PBS12](#) and [Changing the Narrative](#) websites.

“I hope these shows will be enlightening and educational for viewers of all ages. I invite all Coloradans to join us each Friday evening,” said Vanderburg.



The episodes addressing various issues will air:

*June 5, 2020, 7:00 p.m. MT: Social Connection - Why is it important to stay socially connected while physical distancing? How do we do so?*

*June 12, 2020, 7:00 p.m. MT: The Future of Work - What will the future of work look like in the post-COVID-19 economy?*

*June 19, 2020, 7:00 p.m. MT: Technology - How will what is happening now affect how we think about and use technology in the future?*

*June 26, 2020, 7:00 p.m. MT: Health - Why will age-friendly public health be more important now than ever?*

*July 3, 2020, 7:00 p.m. MT: Arts and Culture - What have we learned about the importance of art and culture?*

*July 10, 2020, 7:00 p.m. MT: Ageism - How do we experience ageism differently and how can we come together to end it?*

*Changing the Narrative in Colorado is a partnership of NextFifty Initiative and Rose Community Foundation to change the way people think, talk and act about aging, older people and ageism.*

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*Katie Reinisch 303-653-1009*  
*Progressive Promotions*  
[katie@progressive-promotions.com](mailto:katie@progressive-promotions.com)  
[Progressive-Promotions.com](http://Progressive-Promotions.com)